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## Deliverable 2.2.2

# Interim webinar report

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## Executive summary

This deliverable reports the progress of WP2 monitoring of the WP1 task on course delivery as concerns delivery of the EUCLID material in the form of webinars. To date three of the EUCLID modules have been delivered in the form of webinars presented live using the Open University's Stadium platform and made available for streaming and download on the Vimeo platform, with slides on the Slideshare platform. As webinar attendance has grown, we have monitored their geographic distribution and have seen signs of how this is affected by the 'real life community engagement' task. We have now achieved a live audience that exceeds the capabilities of the platform and in the next period will address this.

To date the only significant deviation from the plan is that each webinar is first presented to an internal audience, in the form of a 'dress rehearsal'. This has helped significantly with sizing/ordering the sections in each module. Twitter has been constantly advocated as a means for feedback, but this has been sparse. For this reason our plans to change the platform for live webinars will include a requirement for a 'chat window', which the consortium have found lowers the boundary of commitment in providing feedback in previous training-related activities.

## Document Information

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<b>Abstract (for dissemination)</b>	This deliverable reports the progress of monitoring the EUCLID task on course delivery in the form of webinars. To date three of the EUCLID modules have been delivered in the form of webinars presented live and made available later for streaming and download. We have now achieved a live audience that exceeds the capabilities of the platform and in the next period will address this together with the need for improved means for feedback from the live audience.
<b>Keywords</b>	Webinar delivery, training material, module, curriculum

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## Abbreviations

DL – Description Logic

FOAF – Friend of a Friend

HTTP – Hypertext Transfer Protocol

KIT – Karlsruhe Institute of Technology

KMi – Knowledge Media Institute

LD - Linked Data

OA – Ontotext AD

ONTO – Ontotext

OU – Open University

OWL – Ontology Web Language

OWL-S – OWL for Services/ OWL-based Web Service Ontology (formerly DAML-S)

RDF/S – Resource Description Framework / Schema

SPARQL – SPARQL Protocol and RDF Query Language

URI – Uniform Resource Identifier

URL – Uniform Resource Locator

WP – Work Package

XML - Extensible Markup Language

# 1 Introduction

EUCLID is developing a series of training materials, including presentations, webinars, screencasts, eBook chapters, and online courses for Linked Data practitioners. The structure and the content of the training materials are guided by a curriculum plan. In this deliverable we describe the delivery of the material in the form of webinars, an activity aimed to engage the community with the learning material and solicit feedback on its contents and direction.

The contents of this deliverable are organised as follows. Section 2 details the webinars presented to date. Section 3 discusses platforms currently used and under consideration to improve our availability during future webinars. Section 4 discusses lesson learned and draws conclusions for the future work in webinar delivery, which will be reported on in the Final Webinar Report, Deliverable 2.2.3, at M24.

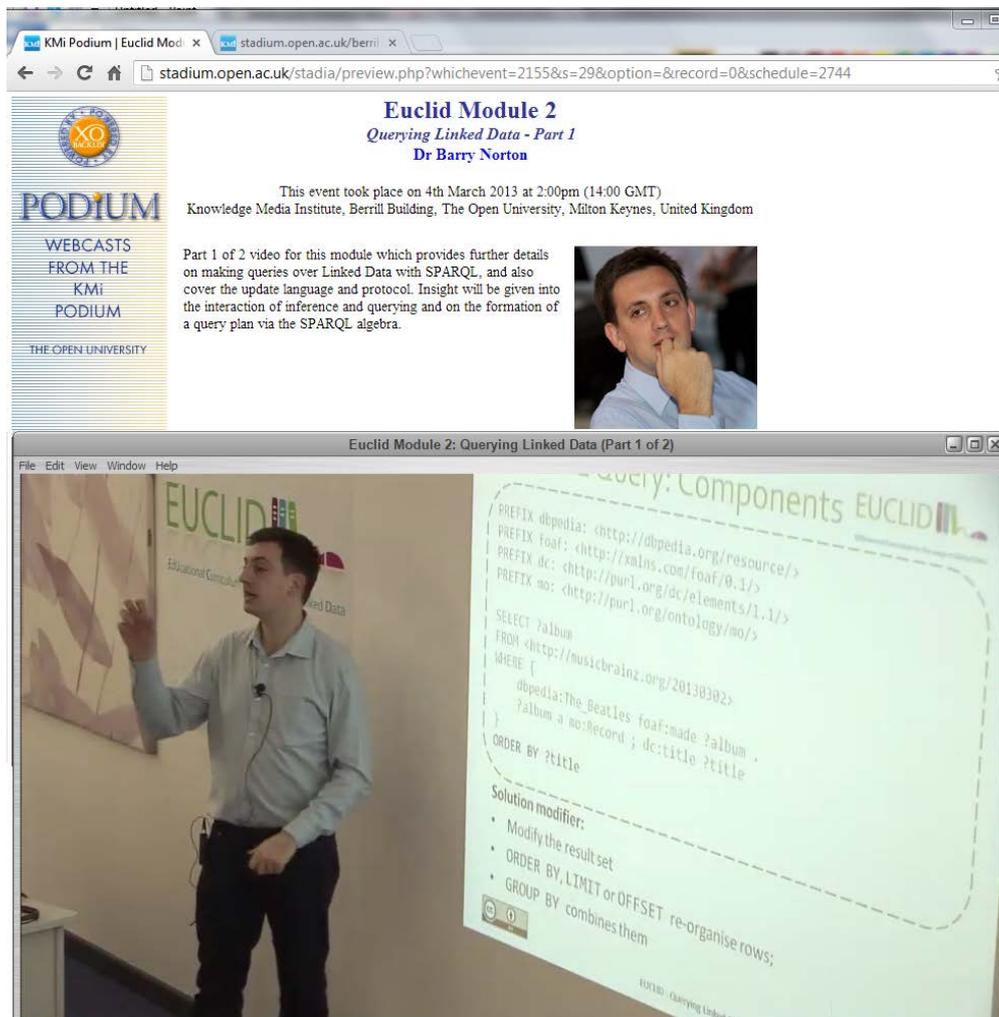


Figure 1: EUCLID webinar viewed in KMi Podium (OU Stadium) platform

## 2 Webinars Delivered to Date

Three out of the planned seven EUCLID modules have been delivered as webinars to date. The following sections discuss their delivery and uptake.

### 2.1.1 Module 1 Webinar: Introduction and Application Scenarios

The original planned date for this webinar, 9th August 2012, was instead advertised to a limited audience as used as a rehearsal in order to time the delivery of slides in a webinar environment and adjust the balance and order. This was so useful that rehearsal slots for future webinars were planned into the schedule, ahead of the advertised time, for future webinars and we have adjusted our creation process to include significant revision to slides based on presenter and (internal) viewer feedback. Furthermore, the use of a rehearsal slot at the Open University, where the eBook material is prepared, and subsequent discussions have proven very useful in that process.

On 1st October 2012 the public version of the Module 1 was presented. There were 390 hits to the Web page before the event and 35 live viewers during the webinar (from 88 page hits during the presentation). Feedback from two channels for online engagement, namely the @euclid\_project Twitter channel and the W3C public-lod mailing list, indicated that during the event a number of people had had trouble connecting. In particular many participants did not have QuickTime installed or understand that the browser must be closed and re-opened after installation.

Following the live webinar, the video capture (or, more technically, a live-mix over the feeds from video capture and screen capture) were made available for streaming on the KMi Stadium site, which received a further , and 1156 hits. Subsequently, in early March 2013 the entire webinar, together with that for Module 2 as below, were uploaded to Vimeo (where automatic H.264 encoding, as mandated in HTML5 browser support, ensures a high compatibility with recent Web browsers) together with the screencasts that are separately recorded. This is available in two parts at: <https://vimeo.com/61612182> and <https://vimeo.com/61612378>.

The overall viewing figures for Vimeo can be seen in Figure 3. European countries with a long tradition in Linked Data, especially Germany, Spain and the UK, have high viewing figures, and we have attracted a significant American audience. There are notable exceptions in Europe however, such as Ireland, and our real-world community engagement plan - for instance in promoting EUCLID at the European Data Forum (EDF) in Dublin - has been adjusted in response to this. In deliverable D2.1.4 we give further insights on how we use Vimeo as publishing and promotion platform for our video learning materials.

In addition to the webinar, slides are made available using Slideshare. Figure 2 shows our download figures to date, and that the webinar presentations are so far reaching up to 1500 views each. Module 1, as an introduction reached around 1400 views so far. (The last four presentations relate to the EDF session, and EUCLID's own presentation is the most viewed at 160 views). Additional information about our online community engagement activities is available in D2.1.4.

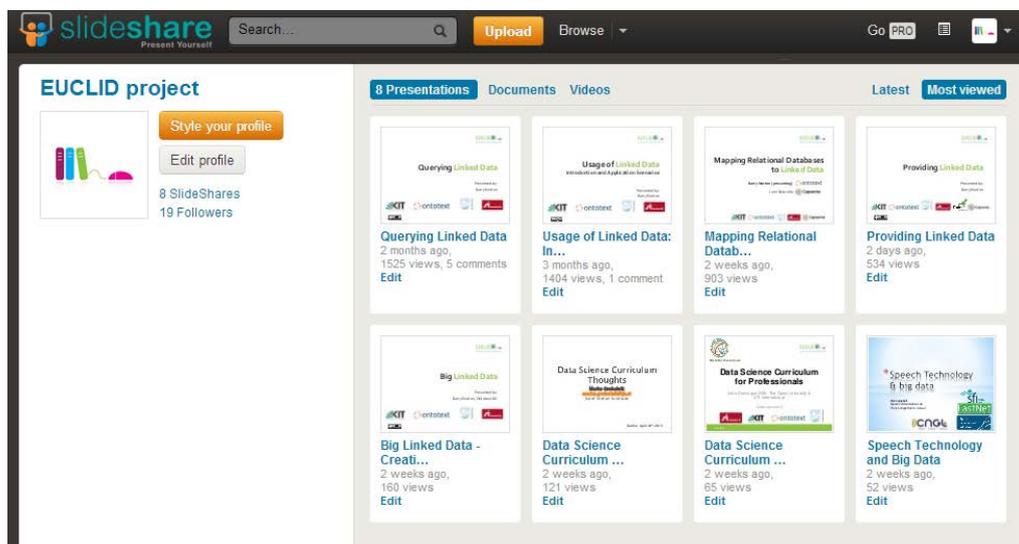


Figure 2: EUCLID presentations on Slideshare



Figure 3: EUCLID webinars via Vimeo

## 2.1.2 Module 2 Webinar: Querying Linked Data

This webinar was rehearsed for an internal audience, including locally at OU and for the slide preparation team at KIT, on 5th February 2013. The public live presentation took place on 4th March 2013. At this point there were 91 live viewers, with fewer complaints of connection difficulties (indeed little feedback at all on the Twitter channel, at least relative to the linking traffic when the Slideshare and Vimeo versions were released and re-tweeted). On the other hand, the Open University system is restricted to 100 connections so we started to look into alternative platforms as discussed in the following section. A geo-plot was made of the live viewers, which can be seen in Figure 4. Although diverse the reaction in the engagement strategy was to attempt to find an audience less dominated by the local one, to presentation, in the United Kingdom.

Part I of this webinar has been made subsequently available at <https://vimeo.com/61618438> and Part II at <https://vimeo.com/61618437>. Slideshare viewing statistics in Figure 2 show that viewing has surpassed the introduction in Module 1 and already exceeded 1500.

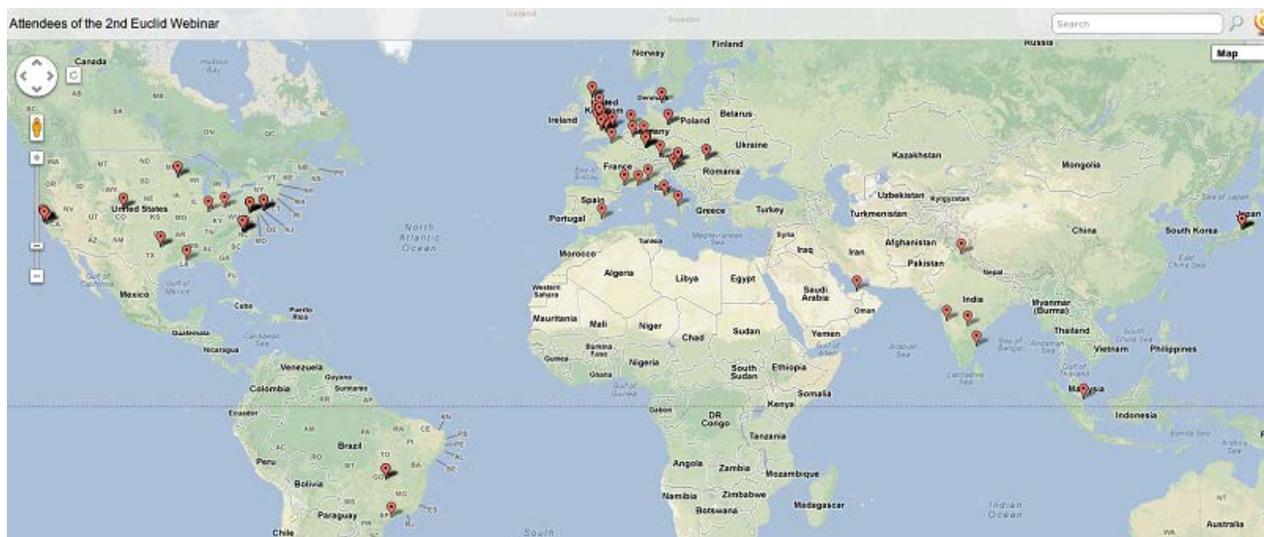


Figure 4: Geo plot of live audience for 2nd EUCLID webinar

### 2.1.3 Module 3 Webinar: Production of Linked Data

This webinar was rehearsed on 20th March and presented to a public audience on 22nd April. The audience exceeded the 100 limit of the platform with 114 unique IPs connected during the webinar, which suggests that some people lost their connection which was taken over by others during the webinar. The need to replace the Open University platform with a more scalable system is therefore critical and must be implemented before the broadcast of the Module 4 webinar. The geo-plot shown in Figure 5 shows that improvements were made in the coverage of Western Europe. In particular our engagement activities at the EDF may have helped attract Irish viewers, and our extension of EUCLID materials (including the extended R2RML presentation 'Mapping Relational Data to RDF', which Figure 2 shows so far exceeds Module 3 in viewers, as presented at the London SemWeb Meet-up) have influenced, due to our presentations at the New York and Washington DC SemWeb Meet-ups, the audience in the East Coast United States. We hope to propagate this to the West Coast, with our up-coming presentations at SemTechBiz and the San Fransisco SemWeb Meet-ups, but this makes critical our adoption of a scalable webinar platform so we can continue to serve our primarily European audience.

The recording of this webinar is available on Vimeo (<https://vimeo.com/64709409> and <https://vimeo.com/64709408>).



Figure 5: Geo plot of live audience for 3rd EUCLID webinar

### 3 Platforms

In Sections 3.1 through 3.3 we review the current platforms used to provide EUCLID webinar content. In Section 3.4 we discuss the proposed scalable service for streaming to replace OU Stadium for future webinars.

#### 3.1 OU Stadium

OU Stadium, shown in Figure 6, is the Open University's QuickTime-based solution for streaming video delivery from the largest lecture theatre, the Berrill Lecture Theatre, where guest lectures take place, and from the KMi Podium, where EUCLID webinars are filmed. Both the Berrill Lecture Theatre and the KMi Podium house sophisticated video production equipment and this in-house system provides seamless and tested integration with the hardware infrastructure. The nature of streaming in the Stadium system is such that all connections are made to OU servers, hence the platform has always been limited to 100 concurrent connections, to ensure that sufficient bandwidth is available.

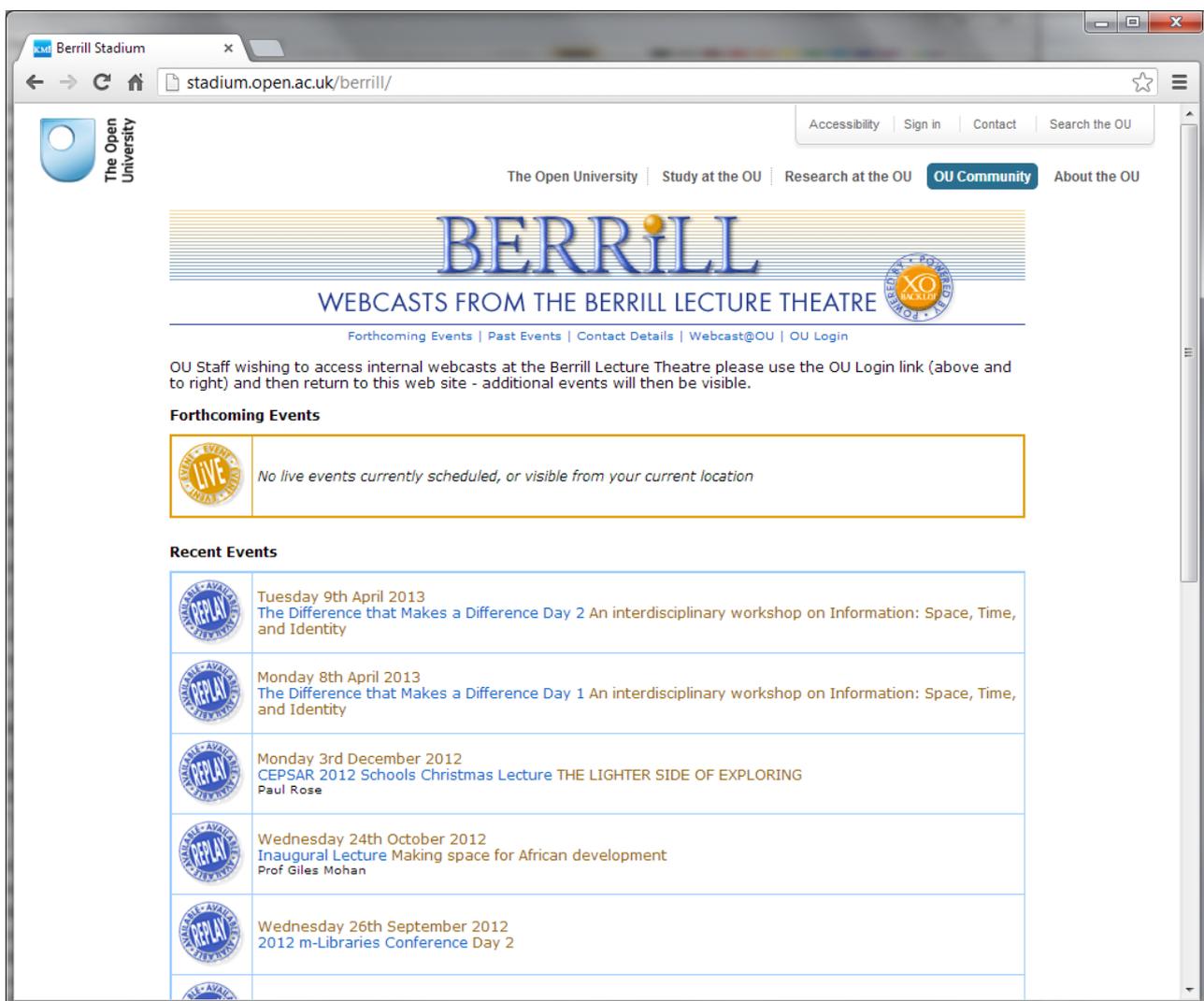


Figure 6: Main OU Stadium site

Since EUCLID's webinar audience has exceeded 100 concurrent viewers an alternative must now be sought.

### 3.2 Vimeo

The Vimeo platform is an open site for video sharing on the Web. A Vimeo PRO account allows up to 500GB storage, 250 000 plays and advanced analytics. The combination of allowed play length, and support for HD content, led us to chose Vimeo over YouTube, and the analytics have been applied to full webinar content since March. Furthermore a custom URI and advanced Twitter integration (see Recent Activity pane) are allowed for with a PRO account, as illustrated in Figure 7, which is useful for our community engagement monitoring platform development. More information about the platform can be found in D2.1.4.

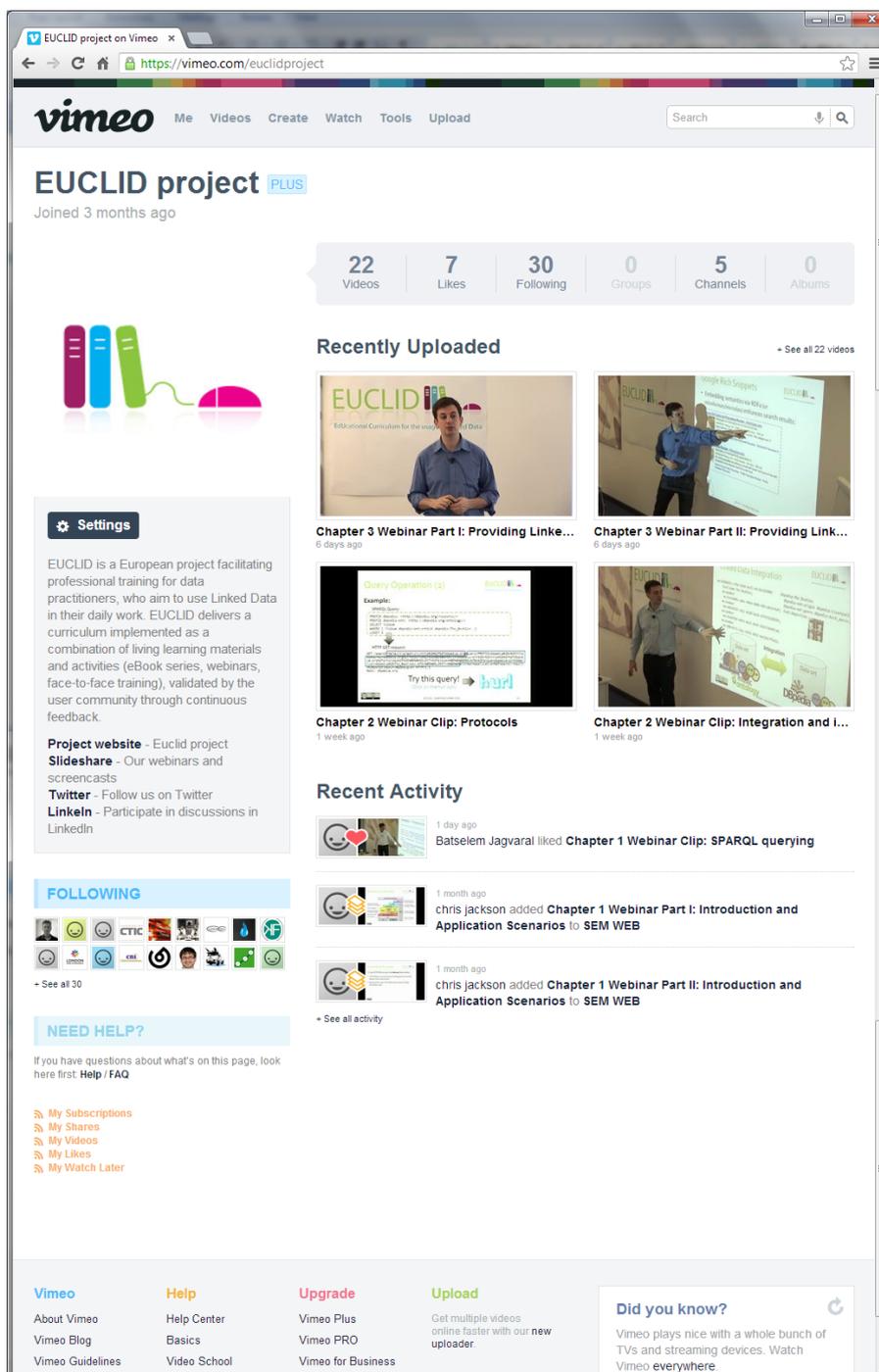


Figure 7: EUCLID Vimeo site

### 3.3 SlideShare

SlideShare is a Web-based slide-sharing site, acquired by LinkedIn in 2012 and providing strong integration with their social network, which is becoming more important to our online community engagement strategy in recent months. Furthermore SlideShare itself is a well-used tool in both the Linked Data research community and the tech industry at large.

As seen in Figure 2, our webinar content alone is approaching 3500 views and the combination with extended presentations, related both to reflection on our own progress - the curriculum development presentations from the European Data Forum - and to extended technical treatments of EUCLID topics - for instance our extended EUCLID R2RML tutorial (which will be presented at the European Semantic Web Conference, in Montpellier, and at the SemTechBiz conference, in San Francisco) attract further traffic to the page and engages people with the webinars.

These 'extra/supra-curricular' presentations will be continued (for instance with an extension into another part of Module 3 with a EUCLID tutorial at the GATE School in June, and possibly another curriculum presentation at the EU ICT Event) and subject to monitoring.

### 3.4 LiveStream

The LiveStream platform is a Web-based video streaming service whose premium service allows hook-up with existing video streaming - in our case the KMi Podium infrastructure could be used with a single uplink stream and then distributed via their service - which offers an in-built chat channel, which would lower the barrier of entry to feedback on the webinar contents, and strong social media integration, as shown in Figure 8.



Figure 8: LiveStream site

## 4 Conclusion

In this deliverable we have discussed the three, out of the planned seven, EUCLID modules that have been delivered as webinars to date. We have discussed the uptake in term of live participants, and their geographic spread, as well as the post-webinar take-up of the slides and recorded video stream. We have discussed how the EUCLID community engagement plan has been adjusted to take the results into account, and our future plans including upgrade of our webinar delivery platform which is currently outmatched by demand for live participation. It is anticipated that our uptake, in Europe and internationally, will be strengthened and that feedback on the curriculum from the community will be strengthened by embracing the LiveStream platform for distribution.